

## ORDER



**Orders**  
**Order / Rev:** 51140  
**Alt Order #:** 09787834  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 08/22/12 / 08/22/12  
**Order Type:** GENERAL

## CBS 47

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	96	\$23,675.00	\$20,123.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	96	\$23,675.00	\$20,123.75	0.00
<b>Totals</b>	<b>96</b>	<b>\$23,675.00</b>	<b>\$20,123.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
CBS 47	23%	\$23,675.00
Market	100%	\$102,934.78

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	1%	\$1,029.35
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	16%	\$16,469.57
WCWJ	1%	\$1,029.35
WJXT	22%	\$22,645.65
WJXX	8%	\$8,234.78
WTLV	29%	\$29,851.09

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/02/12	10/08/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-6:30 AM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			3			\$40.00		0.00			
2	WTEV	10/02/12	10/08/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$20.00	P-3	0.00	NM	5	\$100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5			\$20.00		0.00			

Advertiser:	Obama/D/President
Product Desc:	OBAMA FOR AMERICA
Estimate:	1537

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTEV	10/02/12	10/08/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$20.00	P-3	0.00	NM	5	\$100.00
NEWS															
3	WTEV	10/02/12	10/08/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			5			\$25.00			0.00		
4	WTEV	10/02/12	10/08/12	Action News @ 6a Action News @ 6a	CM	6:30 AM-7:00 AM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			3			\$40.00			0.00		
5	WTEV	10/02/12	10/08/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			5			\$35.00			0.00		
6	WTEV	10/06/12	10/06/12	CBS This Morning Satur Saturday Early Show	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-			1			\$40.00			0.00		
7	WTEV	10/07/12	10/07/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
CBS SUN MRNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S			1			\$160.00			0.00		
8	WTEV	10/07/12	10/07/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM	-----S	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
FACE THE NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S			1			\$130.00			0.00		
9	WTEV	10/02/12	10/08/12	M-F 9a-10a Rachel Ray	CM	9:00 AM-10:00 AM	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			2			\$40.00			0.00		
10	WTEV	10/02/12	10/08/12	M-F 10a-11a The Doctors	CM	10:00 AM-11:00 AM	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			2			\$40.00			0.00		
11	WTEV	10/02/12	10/08/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	MTWTF--	:30	2	\$115.00	P-3	0.00	NM	2	\$230.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			2			\$115.00			0.00		
12	WTEV	10/02/12	10/08/12	M-F 4p-430p Judge Joe Brown	CM	4:00 PM-4:30 PM	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
JUDGE JOE BROWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			5			\$100.00			0.00		
13	WTEV	10/02/12	10/08/12	M-F 430p-5p Judge Judy	CM	4:30 PM-5:00 PM	MTWTF--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	MTWTF--			5			\$140.00			0.00		
14	WTEV	10/02/12	10/08/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	5	\$115.00	P-3	0.00	NM	5	\$575.00
NEWS															

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CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTEV	10/02/12	10/08/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	5	\$115.00	P-3	0.00	NM	5	\$575.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$115.00		0.00			
15	WTEV	10/02/12	10/08/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$140.00		0.00			
16	WTEV	10/02/12	10/08/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$130.00		0.00			
17	WTEV	10/02/12	10/08/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$150.00		0.00			
18	WTEV	10/02/12	10/08/12	CBS Evening News CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$125.00		0.00			
19	WTEV	10/06/12	10/06/12	Sa Action News @ 6p Sa Action News @ 6p	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$125.00		0.00			
20	WTEV	10/07/12	10/07/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$100.00		0.00			
21	WTEV	10/02/12	10/08/12	M-F 7p Judge Judy	CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$175.00		0.00			
22	WTEV	10/02/12	10/08/12	M-F 730p Two And A Half Men	CM	7:30 PM-8:00 PM	MTWTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$250.00		0.00			
23	WTEV	10/02/12	10/08/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$150.00		0.00			
24	WTEV	10/02/12	10/08/12	Letterman Letterman	CM	11:35 PM-12:35 AM	MTWTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$75.00		0.00			
25	WTEV	10/02/12	10/08/12	Late Late Show Late Late Show	CM	12:35 AM-1:35 AM	MTWTF--	:30	3	\$10.00	P-3	0.00	NM	3	\$30.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$10.00		0.00			
26	WTEV	10/06/12	10/06/12		CM	3:30 PM-7:00 PM	-----S-	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00

Order / Rev: 51140  
Alt Order #: 09787834  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA  
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CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Florida Gators Florida Gators (3:30 PM-7:00 PM) FL GATORS FTBL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$3,500.00 0.00															
27	WTEV	10/06/12	10/06/12	Sa 1135p-1205a Sa 1135p-1205a	CM	11:35 PM-12:05 AM	XI-----S-	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
2.5 MEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$60.00 0.00															
28	WTEV	10/07/12	10/07/12	Su Action News @ 11p Su Action News @ 11p	CM	11:00 PM-11:35 PM	PI-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
NEWS / SPORTS 360 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$150.00 0.00															
29	WTEV	10/08/12	10/08/12	Mon Reg 2 Mon Reg 2	CM	9:00 PM-10:00 PM	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
2.5 MEN / MIKE AND MOLLY SP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 M----- 1 \$1,100.00 0.00															
30	WTEV	10/08/12	10/08/12	Mon Reg 3 Hawaii Five-O	CM	10:00 PM-11:00 PM	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
HAWAII 5-0 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 M----- 1 \$900.00 0.00															
31	WTEV	10/02/12	10/02/12	Tue Reg 1 NCIS	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$1,350.00	P-3	0.00	NM	1	\$1,350.00
NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$1,350.00 0.00															
32	WTEV	10/02/12	10/02/12	Tue Reg 3 Unforgettable	CM	10:00 PM-11:00 PM	PI-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
UNFORGETTABLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$800.00 0.00															
33	WTEV	10/03/12	10/03/12	Wed Reg 3 CSI: Crime Scene Investigation	CM	10:00 PM-11:00 PM	PI--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
CSI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$1,000.00 0.00															
34	WTEV	10/04/12	10/04/12	Thu Reg 2 Person of Interest	CM	9:00 PM-10:00 PM	--T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$1,100.00 0.00															
35	WTEV	10/05/12	10/05/12	Fri Reg 3 Blue Bloods	CM	10:00 PM-11:00 PM	PI---F--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
BLUE BLOODS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ----F-- 1 \$600.00 0.00															
36	WTEV	10/07/12	10/07/12	Sun Reg 4 NYC 22	CM	10:00 PM-11:00 PM	PI-----S	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
THE MENTALIST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$650.00 0.00															
37	WTEV	10/07/12	10/07/12	Jaguars Regular Season Jaguars Regular Season	CM	4:00 PM-8:00 PM	-----S	:30	1	\$4,100.00	P-3	0.00	NM	1	\$4,100.00
CINCINNATI @ JACKSONVILLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$4,100.00 0.00															
													Totals	96	\$23,675.00